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[1946]



SUNSHINE COTTONSEED Company

STATE REGISTERED COTTONSEED BREEDERS
SUCCESSORS TO J. W. DAVIDSON & COMPANY
McKINNEY, TEXAS



State Certified Sunshine Cotton is of a Rowden strain, improved by 30 odd years of scientific breeding. There is a never-ending effort on our part to improve the quality of Sunshine Cotton. Our breeder has had years of experience in this line of work and was at one time connected with the State Department of Agriculture. The fields of Sunshine Cotton are carefully rogued at growing time, all cotton is ginned on an exclusive gin, all seed shipped are carefully stored under the best of conditions. Our fields have been inspected and have met with the requirements of the State Department of Agriculture, also, our ginning and warehouse facilities. The Germination Tag which is attached to each bag of seed is issued by the Seed Testing Laboratory of the State Department of Agriculture. All seed shipped are culled on a new type cleaner culler, each sack is sealed with a lead seal and a State Certified seal, your customer must break that seal, and he knows when he does it he is receiving an untampered with sack of State Certified planting seed.

Sunshine Cotton has an unusual drouth resisting quality, produces uniformly good results year after year. It is a cotton that is noted for its early maturity and heavy field yield, two qualities that the average cotton grower is interested in. One of the outstanding results of the last few years of careful breeding, is the fact that Sunshine Cotton is storm proof, yet it is an easily picked cotton. Stalks have 8 to 10 fruiting branches, big five-lock, thin-rind bolls and sparse foliage, an advantage with cotton pests. Sunshine Cotton is a cotton that has been tested and proven, a cotton running even in staple length averaging an inch, with a turnout average of 34 to 38 percent.

Stress the point that Sunshine Cotton is noted for its heavy field yield. While climatic conditions and type of soils have a great deal to do with the average field production, given a chance over a period of years, Sunshine Cotton will make the farmer "more dollars per acre."

Yours very truly,

SUNSHINE COTTONSEED COMPANY

IT PAYS TO PLANT...

SUNSHINE COTTON

The Variety for More **PROFIT!**

SOONER or later, if they haven't already done so, some progressive ginner in your community is going to start the farmers growing a better variety of cotton.

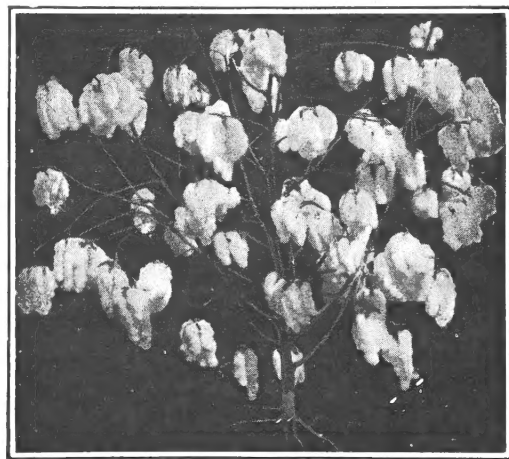
He will win not only the friendship and good will of the farmers for his foresight, but he will share in the increased profits that are sure to follow.

Sunshine Cotton has proved to be one of the best varieties known for high yield, length and quality of staple.

Sunshine Cotton is bred to meet the demand for a longer, harder, better spinning staple—it readily brings a substantial premium with cotton buyers.

You owe it to yourself and to your community to investigate Sunshine Cotton. Help us to get the farmers in your community to try it out next year—let results prove whether or not it is the variety you are looking for.

Mail the enclosed envelope for prices—no postage required, just sign your name and drop it in the mail.



A typical stalk of Sunshine Cotton from our registered breeding blocks. State registered and certified.



SUNSHINE COTTON

Breeders ✦

SUNSHINE COTTONSEED COMPANY

SUCCESSORS TO

J. W. DAVIDSON AND COMPANY

STATE REGISTERED AND CERTIFIED SEED
ROWDEN STRAIN

McKINNEY, TEXAS

\$3.00

Per Bushel—Freight Prepaid to Points in Texas

Use this blank and place your order now for future shipment.

SUNSHINE COTTONSEED COMPANY

McKinney, Texas

Gentlemen:—Please enter my order for.....bushels of State Certified Sunshine
Cotton seed at \$.....per bushel, to be shipped by freight, charges prepaid to my station.

Ship on or about.....194....., to.....
Railroad shipping station....., State.....
R. F. D. No....., Box No....., Postoffice....., County.....
Draw through Bank of

All orders shipped sight draft attached to bill of lading unless order is accompanied by check for full amount.

Signed
Purchaser





FIRST CLASS

Permit No. 3

(Sec. 510, P. L. & R.)
McKINNEY, TEXAS

BUSINESS REPLY ENVELOPE

NO POSTAGE REQUIRED IF MAILED WITHIN THE UNITED STATES

—POSTAGE WILL BE PAID BY—

J. W. DAVIDSON & CO.

MCKINNEY,

TEXAS

SUNSHINE COTTONSEED COMPANY

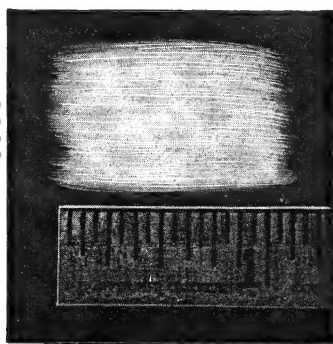
TO



SUNSHINE

... Makes Heavy Yields

Hundreds of practical, successful farmers have found by experience that Sunshine Cotton always produces a better grade of fibre and a larger yield, regardless of conditions. They know what it means in dollars and cents to expect and to get a premium price for their crop. Sunshine Cotton Seed is bred to produce a longer, better spinning fibre—to produce an earlier crop—to resist drouth—to produce smaller leaves and more bolls—to make you more dollars per acre.



Illustrating the coarse, hard fibre of Sunshine Cotton which averaged an inch and better, and commands a premium on the market.

EVERY BAG IS CERTIFIED BY

THE STATE OF TEXAS...

● From the time our breeding fields are planted with carefully selected seed until the cotton is ginned at gins handling only Sunshine Cotton and the seed shipped to you, it is constantly under the watchful eyes of our own inspectors and those of the State Department of Agriculture. No chance is taken, no

carelessness permitted that might allow mixing seed or destroying germination or purity of strain.

That is why, year after year, farmers who once use Sunshine Cotton Seed continue to use it and continue to get more dollars per acre.

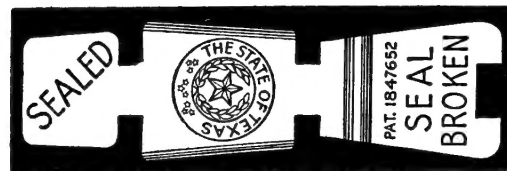
SEED COMPANY

**McKINNEY
TEXAS**

Originators

EVERY BAG IS

Certified
BY THE STATE OF TEXAS



Look for official BLUE TAG—
This tag appears on every bag of
Sunshine Cotton Seed. It is the
State Certification Tag assuring
genuine, certified seed PLUS
seal assuring you of NON-
TAMPERING until opened.

A TIMELY SOLUTION

Cotton—one great source of FOOD,
FEED, FIBRE, and MUNITIONS.

PRACTICAL

Because by planting a State Certified
Cotton Seed you are sure of getting
good results—results that will mean
“more dollars per acre.”

ECONOMICAL

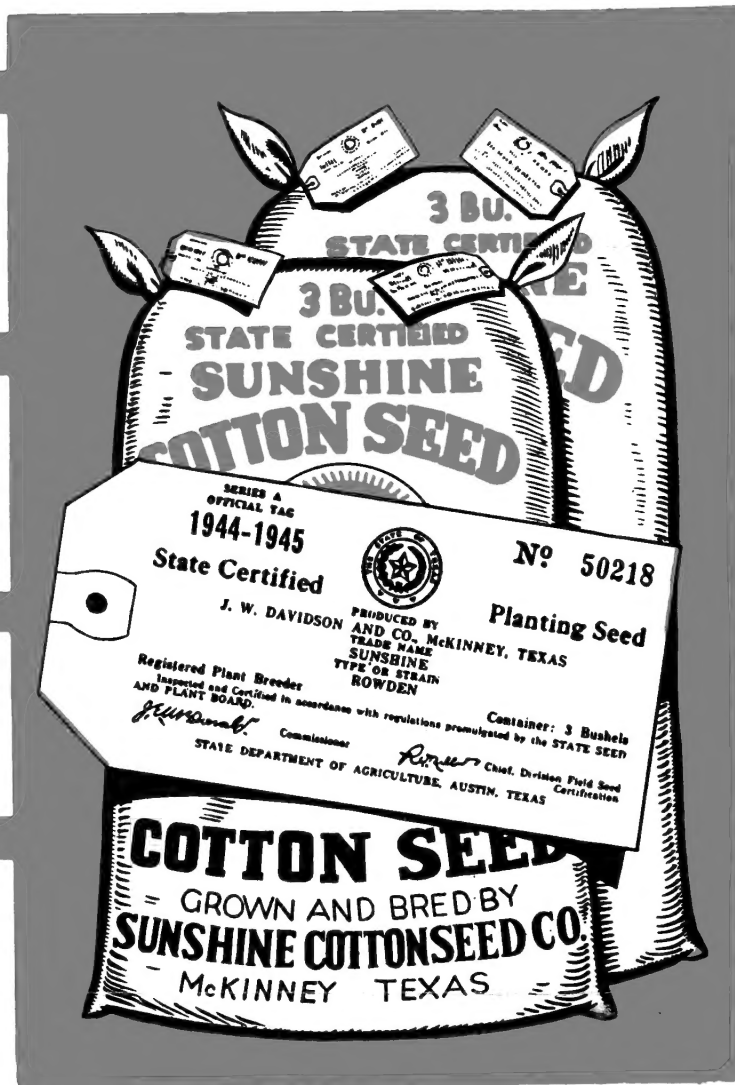
Because pure planting seed goes far-
ther, therefore, a limited amount will
plant your crop, while gin-run or just
any kind of cottonseed means that
you are running the risk of a poor
stand, wasted time and effort.

PROLIFIC

Maximum effort in producing more
per acre with less labor is essential,
SO, when you plant pure seed, which
will assure you of a good acre yield
you are making a worthy contribu-
tion to the Reconversion Period.

THEREFORE

WE RECOMMEND THIS SOLUTION: That a few
dollars will start you growing a better grade of cot-
ton. Supply yourself with enough STATE CERTIFIED
SUNSHINE COTTON SEED to plant at least 12 to 15
per cent of your acreage. By so doing, you won't
be making a gamble of your money, time or land.



Before you buy your next season's planting
seed, be sure you
**KNOW THE QUALITY OF THE SEED
YOU ARE GETTING!**

Sold By